

Marketing:**Entrepreneurship****HQ Course Code # 5005** _____

School Year _____

CTE Course Code # 5035 _____

Term: ____ Fall ____ Spring

½ Credit _____ **1 Credit** _____ **2-3 Credits** _____

Standards to be completed for ½ credit are identified with one asterisk(*).
 Additional standards to be completed for 1 credit are identified with two asterisks(**). A work-based component for 2-3 credits is identified by three asterisks(***)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 32, with Work-Based Learning = 36, 1 credit = 55, With Work-Based Learning = 59	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will evaluate the role of entrepreneurs in a free enterprise system.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Evaluate the role of entrepreneurship in the U.S. economy			
1.2	Distinguish the types of entrepreneurial ventures			
1.3	Examine the entrepreneurial start-up process			
1.4	Assess the characteristics of successful entrepreneurs			
1.5	Compare the rewards and risks of entrepreneurship			
1.6	Assess individual characteristics suitable for entrepreneurship			

****Standard 2.0 The student will demonstrate an understanding of economic concepts in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
2.2	Assess economic concepts globally			
2.3	Analyze the circular flow of economics			
2.4	Examine economic indicators and business cycles			
2.5	Demonstrate a knowledge of international trade			
2.6	Evaluate the relationship of cost/profit to supply and demand			
2.7	Evaluate the effects of monetary and fiscal policies on economic decisions			
2.8	Examine the relationship of values/beliefs to economic goals			

***Standard 3.0 The student will examine entrepreneurial trends and opportunities.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Analyze sources for entrepreneurial opportunities			
3.2	Examine current trends that provide both domestic and global opportunities for entrepreneurs			
3.3	Compare and contrast starting a new business versus buying an existing business			
3.4	Investigates advantages and disadvantages of various forms of ownership			

***Standard 4.0 The student will analyze the components of a business plan.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Analyze various sources of information for a business plan			
4.2	Identify sources of start-up capital			
4.3	Examine and analyze industry trends			

***Standard 5.0 The student will formulate a marketing plan.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
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5.1	Assess the need for conducting market research		
5.2	Identify and analyze a target market		

***Standard 6.0 The student will select a site and design a layout for a business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Analyze the factors considered in the selection of a business location			
6.2	Analyze the components used to design a physical layout for a business			

****Standard 7.0 The student will evaluate the purchasing process.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Determine the types of equipment and supplies needed to open and operate a business			
7.2	Analyze the inventory needed to open and operate a business			

****Standard 8.0 The student will evaluate the management function.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Examine the functions of management			
8.2	Evaluate management styles of entrepreneurs			

****Standard 9.0 The student will evaluate plans for financial management of a business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Examine types of records and procedures necessary for daily operations			
9.2	Identify and assess financial management tools used to determine profitability			
9.3	Categorize costs of operation			

****Standard 10.0 The student will examine the legal and ethical issues relevant to business ownership.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Analyze legal requirements necessary for business ownership			
10.2	Examine the importance of ethical business decisions			

****Standard 11.0 The student will identify and evaluate technology used by entrepreneurs.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Categorize the technology available to entrepreneurs			
11.2	Identify types of data available to the entrepreneur through the technology			
11.3	Examines the effect of technology as it relates to customer service			

**** Standard 12.0 The student will develop a business plan.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Create a business plan			
12.2	Write an executive summary			
12.3	Prepare a presentation for the business plan			

***Standard 13.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
13.1	Demonstrate a knowledge of DECA			
13.2	Utilize critical thinking in decision-making situations			

13.3	Identify and develop personal characteristics needed in leadership situations		
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***Standard 14.0 The student will understand the importance of academic integration in the area of entrepreneurship.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
14.1	Utilize proper grammar and writing skills through business interactions			
14.2	Utilize effective verbal communication skills			
14.3	Utilize the principles of art in preparing visual presentations			
14.4	Utilize math formulas in business calculations			
14.5	Assess how mathematical/accounting principles are utilized in entrepreneurship			
14.6	Examine components of a financial plan			
14.7	Utilize graphs to illustrate quantitative data			
14.8	Evaluate environmental laws related to business			
14.9	Assess economic principles that influence entrepreneurship			
14.10	Analyze vital statistics of a population (demographic, geographic, and psychographic)			
14.11	Examine government regulations imposed on business			
14.12	Analyze entrepreneurship from a historical perspective			

*****Standard 15.0 The student will demonstrate Entrepreneurship principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
15.1	Apply principles of entrepreneurship to a work-based situation			
15.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
15.3	Evaluate and apply principles of ethics as they relate to work-based experience			
15.4	Employ the principles of safety to work-based experience			

Additional comments:
